

Table 13

Percent Distribution of Downtown Taxable Sales
Downtown Mountain View Market Feasibility Study

Business Category	1998				Total
	1Q	2Q	3Q	4Q	
Auto Repair Shops	2.0%	1.7%	1.9%	1.5%	1.8%
Fast Food	7.1%	6.3%	6.8%	5.3%	6.3%
Restaurants Beer and Wine	33.7%	31.0%	37.4%	29.9%	32.8%
Restaurants Liquor	11.2%	10.0%	9.5%	7.9%	9.6%
Club Amusement-No Liquor	0.4%	0.3%	0.4%	0.3%	0.3%
Food Stores Non-Grocery	1.3%	1.2%	1.3%	1.0%	1.2%
Grocery Stores No Alcohol	1.3%	1.2%	1.0%	1.3%	1.2%
Office Supplies/Furniture	0.5%	0.6%	0.5%	0.5%	0.5%
Home Furnishings	0.9%	0.9%	1.5%	1.1%	1.1%
Office Equipment	6.8%	2.6%	2.9%	4.7%	4.2%
Electrical Equipment	5.7%	5.0%	7.0%	5.2%	5.7%
Non Store Retail	0.3%	0.3%	0.3%	0.4%	0.3%
Part Time Permittees	1.4%	1.7%	0.9%	1.0%	1.3%
Health Services	1.6%	2.0%	1.9%	1.2%	1.7%
Government Organization	0.6%	1.8%	2.0%	1.2%	1.4%
Business Services	6.5%	9.7%	7.5%	20.7%	11.5%
Light Industrial Printers	1.1%	8.2%	1.0%	0.8%	2.9%
Stationary/Book Store/Gift Novelty	11.3%	9.5%	10.6%	11.4%	10.7%
Specialty Stores	5.6%	5.1%	4.4%	3.9%	4.7%
Repair Shops	0.7%	0.5%	0.7%	0.5%	0.6%
Personal Service-No Liquor	0.1%	0.3%	0.4%	0.2%	0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Percent of Annual Sales	22%	27%	23%	28%	100.0%

Sources: City of Mountain View; Economic & Planning Systems, Inc.